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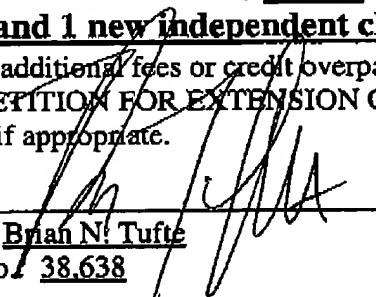
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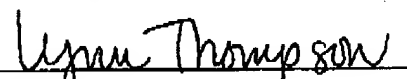
30, 2005
Applicant: Scott Fergusson
Serial No.: 09/916,951
Filed: July 27, 2001
Group Art Unit: 3623
Confirmation No. 9341
Customer No. 28075

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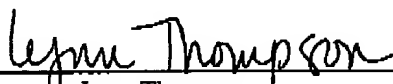
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Scott Fergusson et al. Examiner: Linda Morawski

Serial No.: 09/916,951 Group Art Unit: 3623

Filed: July 27, 2001 Docket No.: 1137.1103101

Confirmation No.: 9341

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CENTRAL FAX CENTER**DEC 29 2005**For: **METHODS AND SYSTEMS FOR MONITORING THE EFFICACY
OF A MARKETING PROJECT****AMENDMENT**Mail Stop Amendment
Assistant Commissioner for Patents
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the United States Patent and Trademark Office on the date shown below.

Lynn Thompson Date December 29, 2005This Response is being filed in response to the Official Action of the Examiner mailed
September 30, 2005, setting a three-month shortened statutory period for response ending
December 30, 2005**Amendments to the Specification** begin on page 2 of this paper.**Amendments to the Claims** begin on page 3 of this paper.**Remarks/Arguments** begin on page 11 of this paper.

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01 FC:2201 100.00 DA
02 FC:2202 75.00 DA